

Publishing Trends on the Web



California State University, Hayward

Brewster Kahle

brewster@archive.org

February 28, 1996

Web Challenges: Keep your customers

W

Keeping it fresh:

~~change the content~~

Keeping it relevant:

~~What can people use your system~~

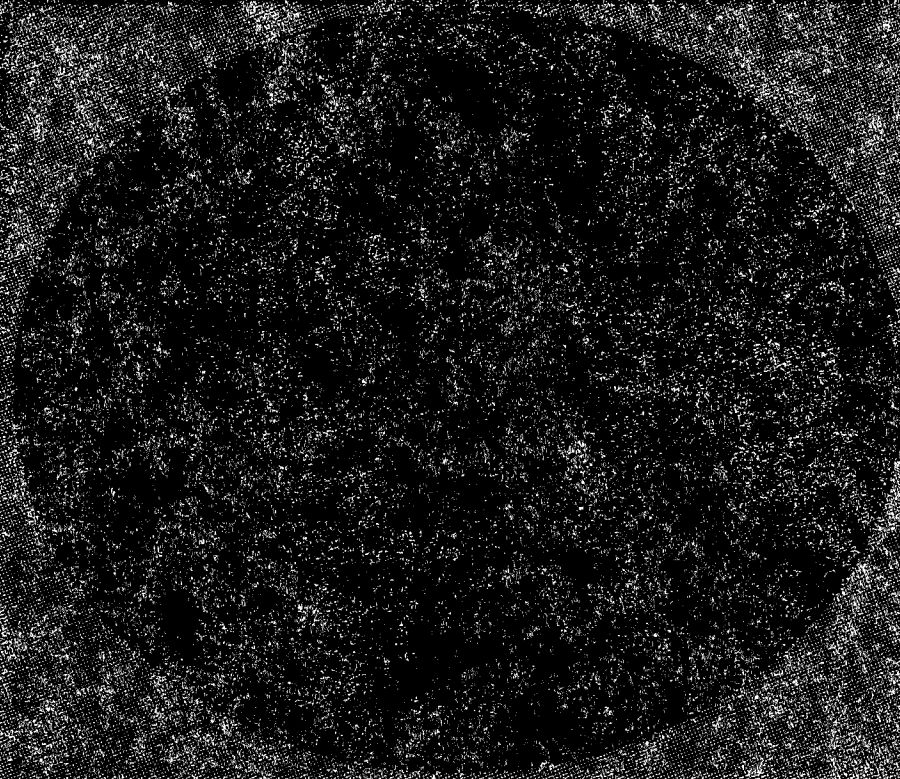
Keep it "in their face": personalized delivery

could ~~ensure the slide~~
some good slides

Web Choices to Make

- ◇ Repurpose or New Content?
- ◇ Inhouse or contract to Web House?
- ◇ When to Jump? How High?

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Newspaper Revenue Streams

Print Revenue

25% Subscriptions

75% Advertisements

Ad Revenue Breakdown

51.3% Retail Ads

37.0% Classified Ads

11.7% National Ads

* Standard & Poor's Industry Survey, October 1995

Web Publishers Ad Revenue: \$12.4M Q4'95

Rank Publisher	1995 Q4 \$
1. Netscape	\$1,766,000
2. Lycos	1,296,000
3. InfoSeek	1,215,000
4. Yahoo	1,086,000
5. Pathfinder	810,000
6. HotWired	720,000
7. WebCrawler	660,000
8. ESPENET SportZone	600,000
9. GNN	594,000
10. c/net	540,000

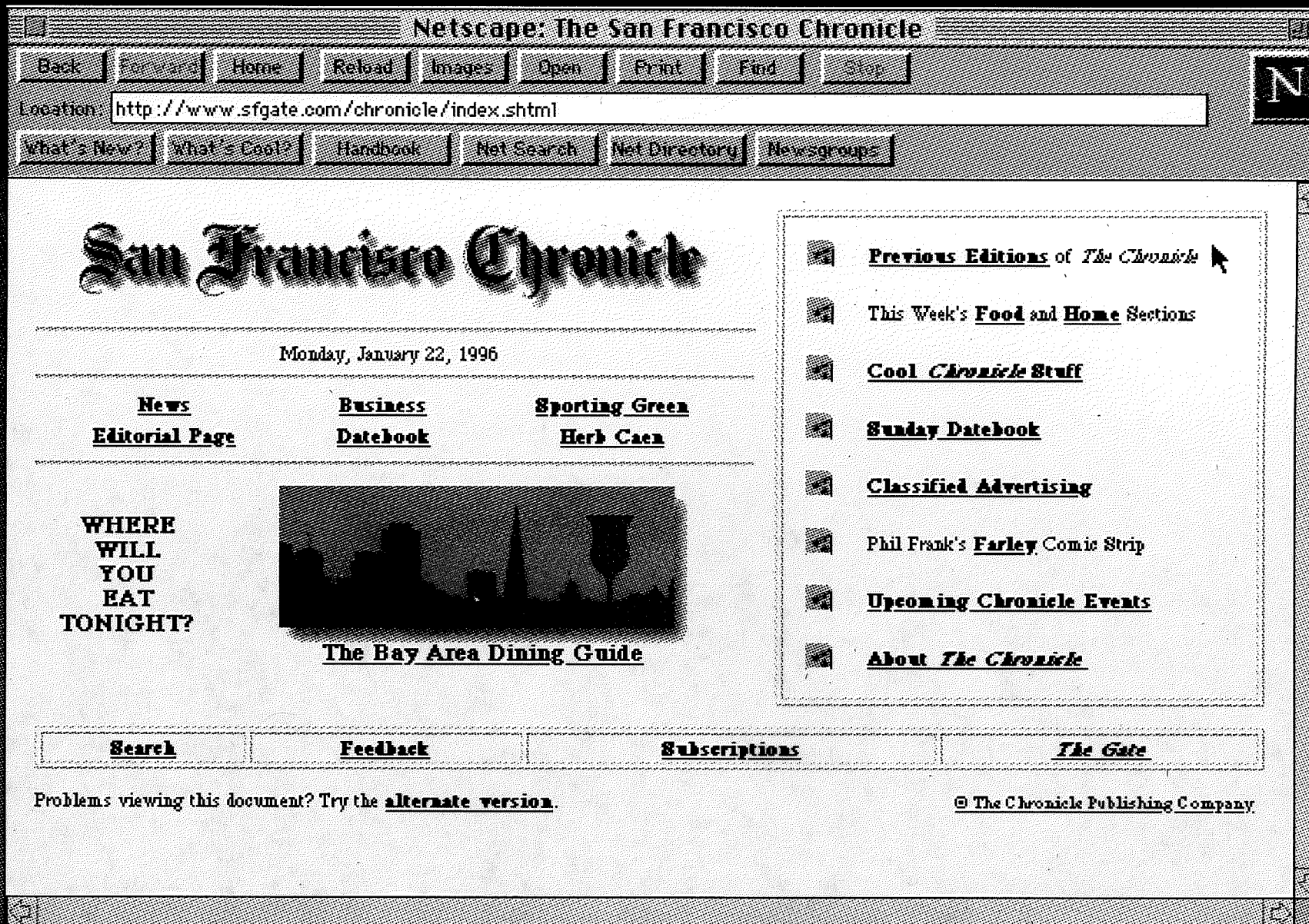
*WebTrack Information Services, 1995

Consumer Factoids

- ◇ Online Services market in 1994: \$800 million
- ◇ \$2 billion by 1997
- ◇ PC's in a third of all US homes
- ◇ 50% of PC's now have modems
- ◇ 30% of PC's outfitted with CD-ROM
- ◇ More PC's shipping into homes than television

Internet Publishing Today: Browsing

- ◇ World Wide Web
- ◇ Isolated Service
- ◇ Wired--CMP--Time Inc--Britannica



Netstate: The New York Times on the Web

http://www.nytimes.com/pope/

What's New? What's Cool? Handbook Net Search Net Directory Newsgroups

Back Forward Home Reload Images Open Print Find Save

The New York Times

ON THE WEB

Monday, January 22, 1996

TODAY'S FRONT PAGE

SECTIONS | CONTENTS

NEWS BY CATEGORY

CLASSIFIEDS | FORUMS

ARCHIVES & SERVICES

REGISTRATION



Northeast Mops Up After Floods

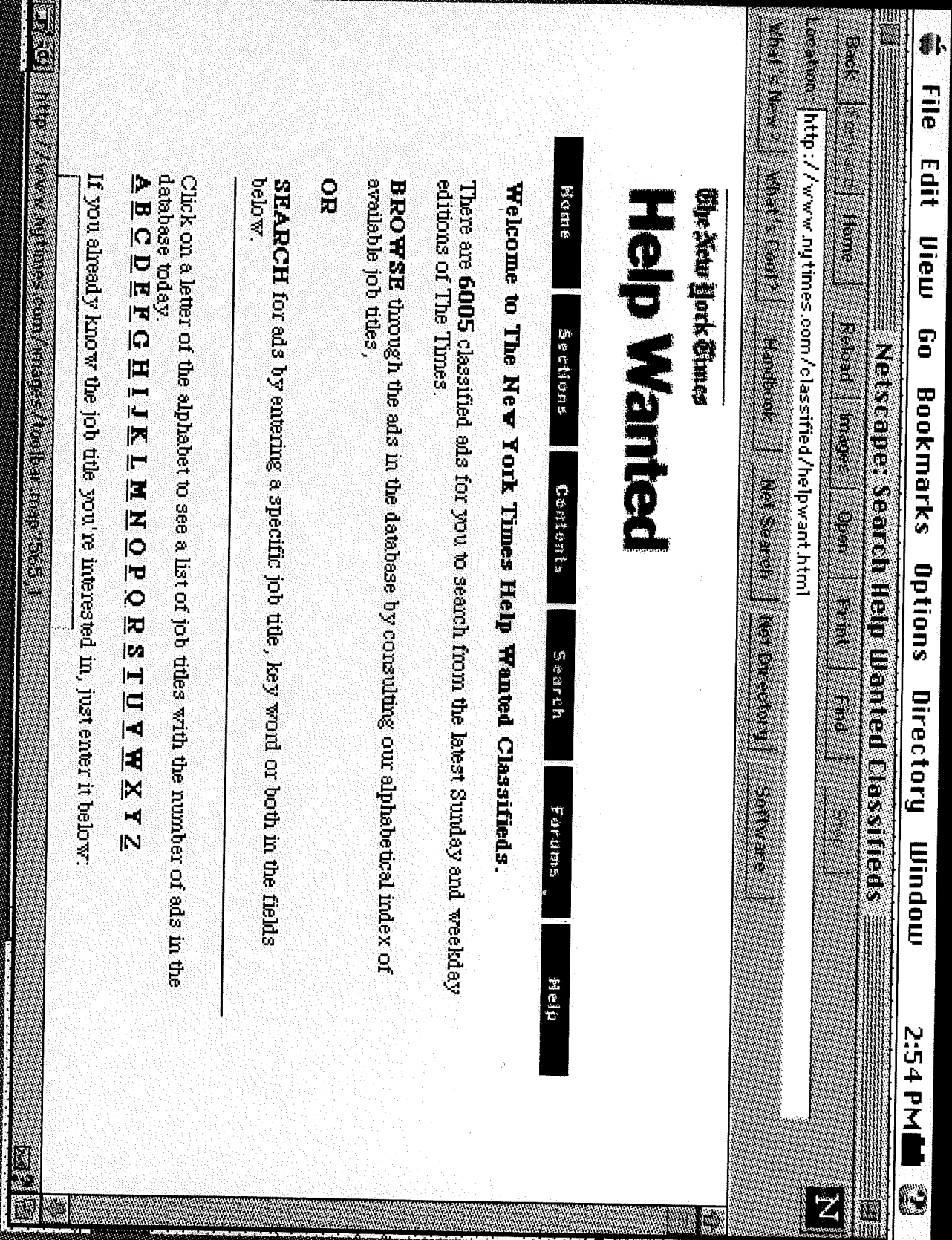
1 P.M. UPDATE

First Lady Offers
To Give Senators
Written Answers

IN CYBERTIMES

Virtual Genesis:
A Digital Universe
By Amateur Gods

Low Graphics Version | Web Browser Tips



NetSite: <http://update.wsj.com/update/edit/bonds.html>

Long-Term Treasury Bond Yield



Source: Bloomberg

personistic about bipartisan negotiations producing a budget-balancing plan. "It's probably pretty unlikely," Mr. Dole said.

Mr. Dole's comments threw a bucket of cold water on those investors who had believed a budget accord could be reached in the near-term. Furthermore, rising concern of a possible debt default -- particularly among foreign investors of U.S. Treasuries -- led many to shift to shorter-term securities.

"Foreign investors are the most likely to panic if there is a perception there is a prospect of a

21/32, or about \$6.25 for a bond with a face value of \$1,000, at 110 22/32 in late-afternoon trading Tuesday. The yield, which moves in the opposite direction of the price, edged up to 6.09% from 6.04% late Monday.

The rhetoric out of Washington decidedly took a turn for the worst late Monday when Treasury Secretary Robert Rubin said the Treasury will run out of options to avoid a debt default by March. Absent a rise in the debt ceiling, the government will have "no legal or prudent options" to permit it to pay its debt, Mr. Rubin said.

Senate Majority leader Robert Dole on Tuesday said the Senate will act the week of Feb. 26 on legislation boosting the \$4.9 trillion debt limit, but said he was

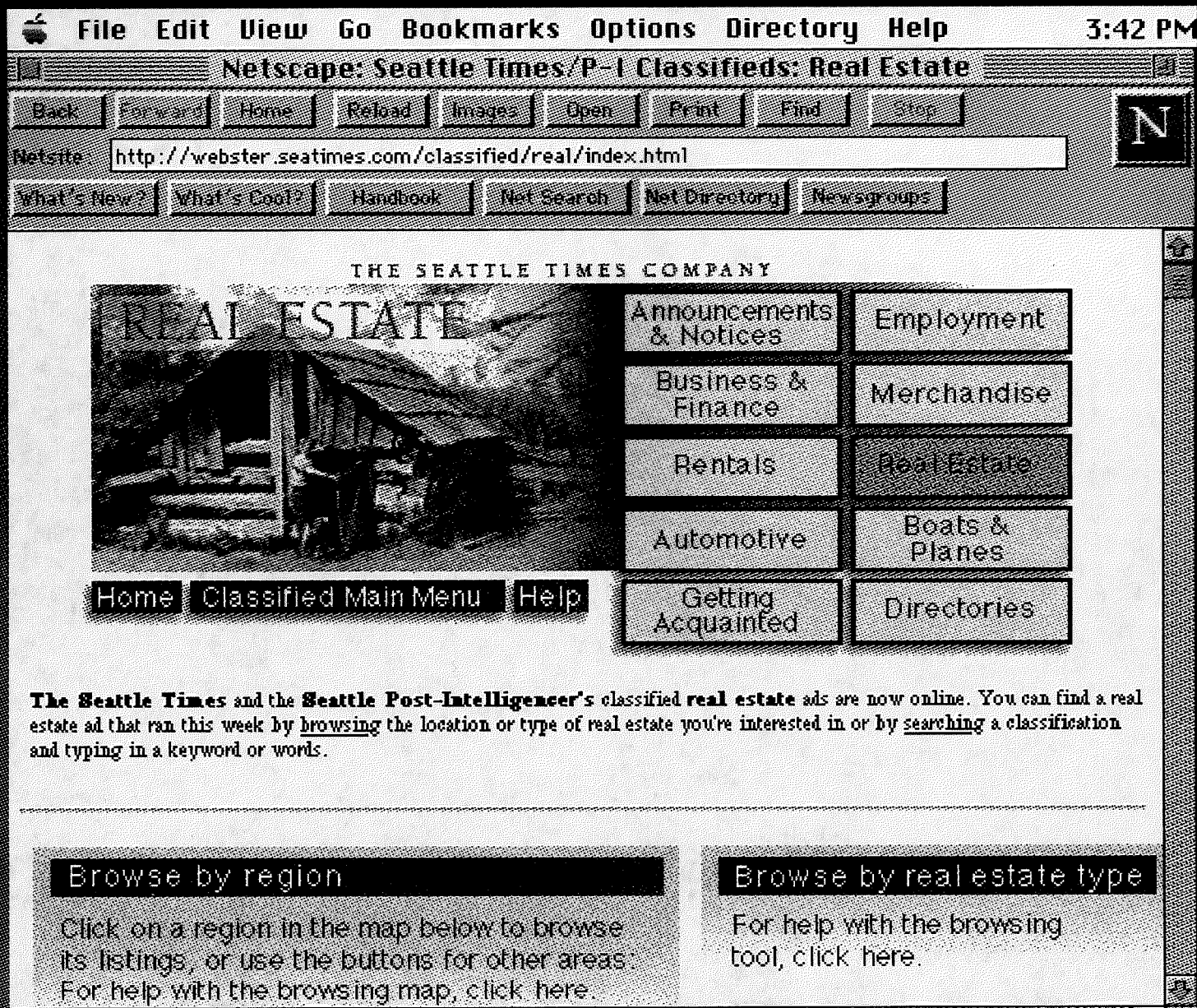
Year-End
Review of
Markets
& Finance

THE
NETWORK
IS THE
COMPUTER



NYNEX
INTERACTIVE
YELLOW PAGES







NetScape: Coldwell Banker Featured Properties

Back

Forward

Home

Reload

Images

Open

Print

Find

Stop



Location http://www.coldwellbanker.com/cgi-bin/cbo_prp_dsp?prpid=3677

What's New?

What's Cool?

Handbook

Net Search

Net Directory

Software



291 30TH AVENUE, SAN FRANCISCO

Property ID: 3677

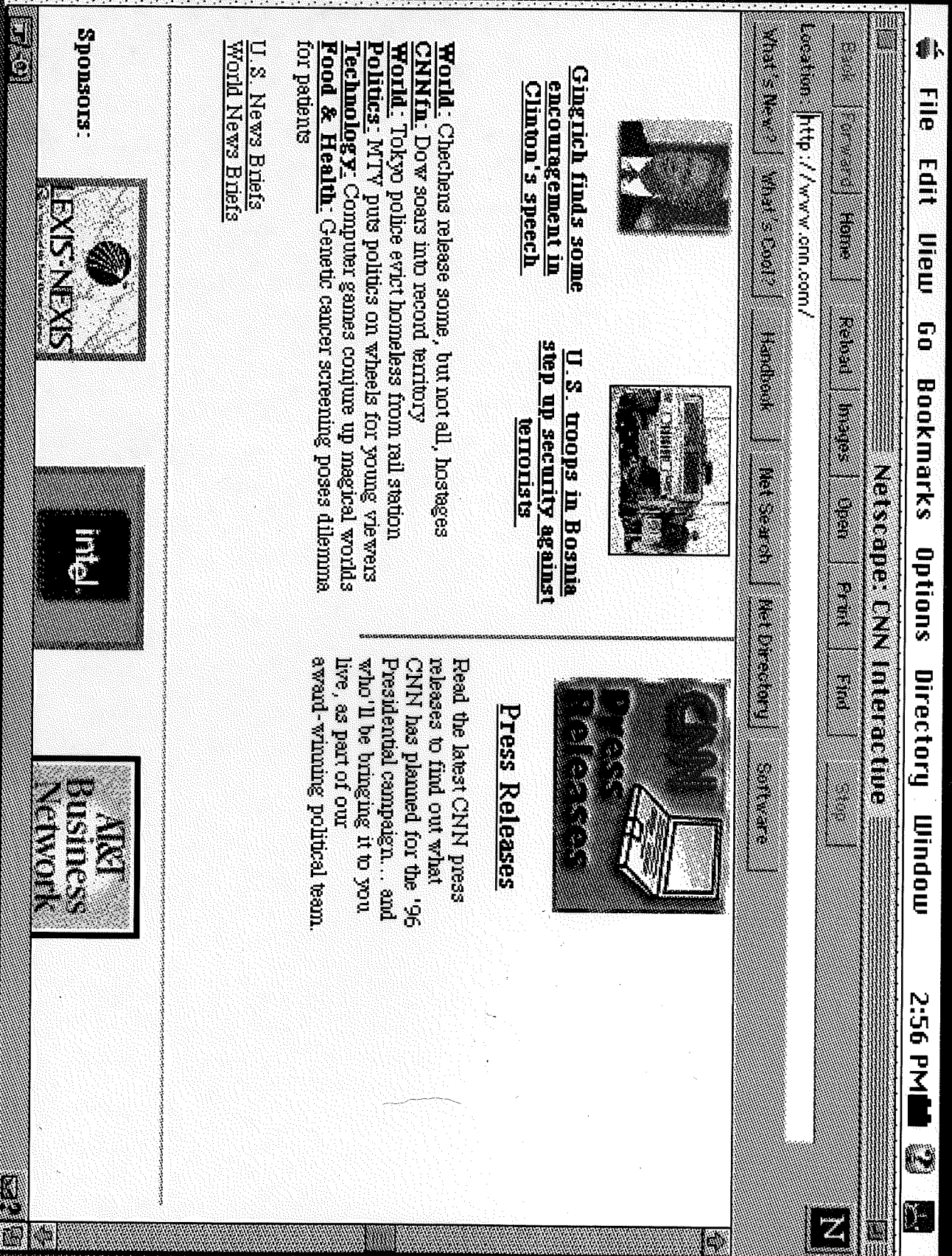
Bedrooms: 4 Baths: 2.50 Price: \$645,000 MLS#: 229067

Bright & cheerful Seacliff jewel, well maintained, fine detailing, moldings, skylights afford lots of light, desirable & conv loc.

For more information about this property please call 1-800-464-4292

CERE - NORTHERN CALIFORNIA

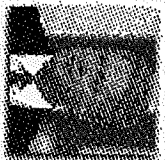




Netscape: CNN Interactive

Location: http://www.cnn.com/

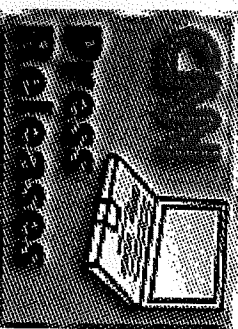
- Back
- Forward
- Home
- Reload
- Images
- Open
- Print
- Find
- Stop
- What's New?
- What's Cool?
- Handbook
- Net Search
- Net Directory
- Software



Gingrich finds some encouragement in Clinton's speech



U.S. troops in Bosnia step up security against terrorists



Press Releases

World: Chacheus release some, but not all, hostages
CNNfn: Dow soars into record territory
World: Tokyo police erect homeless from rail station
Politics: MTV puts politics on wheels for young viewers
Technology: Computer games conjure up magical worlds
Food & Health: Genetic cancer screening poses dilemma for patients

Read the latest CNN press releases to find out what CNN has planned for the '96 Presidential campaign... and who'll be bringing it to you live, as part of our award-winning political team.

U.S. News Briefs
World News Briefs

Sponsors:





World News

for up-to-date forecasts...

CNN Interactive's

weather page

CONTENTS

CNN HOME PAGE

SEARCH

MAIN WORLD NEWS PAGE

Tokyo police evict homeless from rail station

January 24, 1996

Web posted at 12:30 p.m. EST (1730 GMT)

From Correspondent May Lee

TOKYO (CNN) -- Riot police and private guard Wednesday morning. (629K QuickTime movie)



Protesters tossed eggs at police as riot forces moved in on the homeless. Two policemen, were injured.

Most of the homeless were taken to a shelter.



more than 200 homeless people

used fire extinguishers as the police moved in. Two people, including a woman, were injured.

Efforts to bus them to a shelter.

Changes to Watch For:

- ◇ New publishers: Classifieds, Catalogs
- ◇ Subscription Revenue may be illusive or require a new Institution
- ◇ Audio and Video coming soon
- ◇ Rapidly Changing Technology: formats, charging options, competitors

Customer Demands

- ◇ What I want: Personalization
- ◇ How I want it: Packaged Delivery
- ◇ Single System: Aggregation
- ◇ Single Price: Understandable costs

Agent Technology “Offers” It All:

- ◇ Automated Queries
- ◇ Vertical Market Packaging
- ◇ Aggregation (Starting to Appear)
- ◇ Easier Profiling (In research systems)
- ◇ Understandable Pricing (Uh, Someday)

NewsHound Profile

MERCURY CENTER - Create NewsHound Profile

Use this form to create, delete or change a NewsHound profile.

Enter "x" to: ☒ Create ☐ Delete ☐ Change

Profile title

The Web

Search: ☒ Articles ☐ Ads ☐ Both

Type relevant words or phrases, separated by commas, in each box:

Possible terms

online, internet, web, netscape, mosaic, server,
wais, www

Required terms

web

Terms to exclude

spiderx

Selectivity. Leave blank for default or enter 1 to 100. See Help.

x

Send

Cancel

Help

NewsHound Email Article

[60] DELAHAYE GROUP TO OFFER NE

Date: Wed, 31 May 1995 15:50:23 -0800

To: brewster@uais.com

From: NewsHound@jimercury.com (NewsHound)

Subject: [60] DELAHAYE GROUP TO OFFER NETBENCH: HIGH LEVEL WEB-SITE QUALITATIVE

ANALYSIS AND REPORTING; NETBENCH BUILDS ON SYSTEMS PROVIDED BY I

Selected by your NewsHound profile entitled "ONLINE SERVICES". The selectivity score was 60 out of 100.

Delahaye Group To Offer NetBench: High Level Web-Site Qualitative Analysis and Reporting; NetBench Builds on Systems Provided by I/P
Delahaye Group To Offer NetBench: High Level Web-Site Qualitative Analysis and Reporting; NetBench Builds on Systems Provided by I/P/PRO and Internet Media Services

PORTSMOUTH, N.H.--(BUSINESS WIRE)--May 31, 1995--The Delahaye Group today announced NetBench(TM), a new qualitative analysis and reporting service for evaluating the effectiveness of Internet marketing programs on the World Wide Web.

Related Internet service offerings to enhance the NetBench capability were also announced, including analysis of effective web-site design, data capture features, and message communication. These services will build on systems provided by I/PROTH (Internet Profiles Corporation), San Francisco and Internet Media Services, Inc. (IMS), Palo Alto.

NetBench, the newest addition to Delahaye's range of qualitative, comprehensive measurement services, evaluates the effectiveness of marketing sites on the World Wide Web. The NetBench analysis service, building on data compiled by the

First: 02-23-95 (9 stories) <08

Subject: First! 02-23-95 (9 stories) <OBUM97PW> [Indiv4]

--- Specialized Knowledge for the Enterprise (C) 1995 by Individual, Inc.

二、

12,430 Stories Received Today; 9 Relevant To Your Profile

1. SEYBOLD SEMINARS BOSTON 95 EXPOSITION HIGHLIGHTS REAL-WORLD EXAMPLES OF PUBLISHING ACHIEVEMENTS
2. TRIBUNE FORMS TRIBUNE VENTURES UNIT
3. CYBERSPACE/ WHERE THE WOMEN AREN'T! COMPUTERS & TECHNOLOGY
4. MCGRAW-HILL ESTABLISHES NEW INFORMATION SERVICES GROUP FOCUSING ON CORE INFORMATION PRODUCTS AND NEW MEDIA -- NEWLY INTEGRATED CORPORATE DEVELOPMENT DEPARTMENT ALSO ANNOUNCED
5. SPECTRUM INFORMATION TECHNOLOGIES FILES 10-Q FOR THIRD QUARTER
6. CREERE SHIPS PAGEKEEPER 2.0 FOR WINDOWS
7. STANFORD UNIVERSITY RESEARCHERS DESIGNING ADVANCED INTERNET TOOLS
8. AMERICA ONLINE INC DEL UP 1.19 TO 67.69 ON VOLUME OF 472,700 SHARES

WAIS Email Alert Setup

Netscape: Profile Contents

Back Forward Home Reload Images Open Print Find

Location: <http://www.wais.com/odev/pub/profile.html>

What's New? What's Cool? Handbook Net Search Net Directory

News OnLine

Profile Contents

[Main Page](#) [Feedback](#) [Help](#)

[\[Delete\]](#) [\[Search Tips\]](#) [\[Edit\]](#)

Profile ☒ [chocolate AND \(\(company = \(Ghirardelli\)\) OR nestle\)](#)

Profile 2 ☐ [Pearl ADJ Jam](#)

Profile 3 ☐ [germany AND \(date = 1/01/95 TO 12/31/95\)](#)

Profile 4 ☐ [us interest rates AND \(date = 1/01/95 TO 11/31/94\)](#)

Profile 5 ☐ [derivatives AND \(\(company = \(bankers trust\)\) OR bankers trust\)](#)

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1/9

Ensemble Digital Newspaper

Investor's Business Daily - [Inside Today - 04-25-95]

File Edit Newspaper View Window Help

Tuesday, April 25, 1995

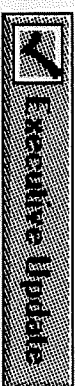
Investor's Business Daily

"The Newspaper For Important Decision Makers"

INSIDE Today



Front Page



Executive Update



The New America



The Economy



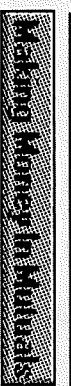
The Market



Inside The Market



NASDAQ Amer Markets



Making Money in Mutuals



Stocks in the News

NYSE Stocks

NASDAQ Stocks

Amer Stocks



Volume Tables

NYSE Stocks

NASDAQ Stocks

Amer Stocks



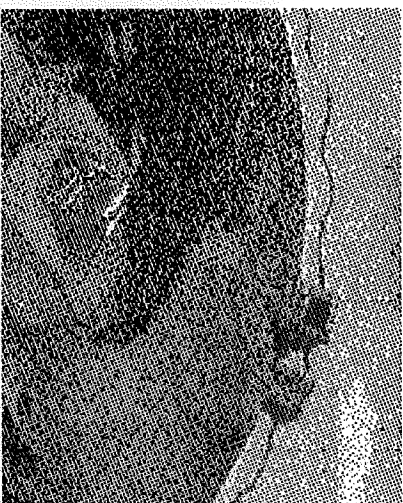
Personal Index



Today's Headlines



Investor's Business Daily



Visit the Hewlett Packard
Web Site!

Show Me More

Advertiser Index

Section 1

WALSagent Personal Newspaper

Deanna's News

WALSagent

From WALS Inc.

Tuesday, May 30, 1995



Online Publishing

Electronic Publishing
Media - Publishing
Interactive/Online Services
Internet



Wall Street Journal

Front Page
Market Place Front Page
Technology
Editorial Stories



Current Events

Congress
Supreme Court
Federal Trade Commission
Federal Communications



Personal Index



WALS Search

About WALS

Internet

20 PENNSYLVANIA LIBRARIES WILL GIVE INTERNET ACCESS TO PUBLIC

COMPUTERWORLD LAUNCHES CENTER FOR PROFESSIONAL DEVELOPMENT: HOME PAGE ON THE WORLD WIDE WEB; On-Line Career Resource for Computer Professionals

IBM ThinkPad Proven products now featured on the Internet at The Road Warrior Outpost

Labor Unions Off To Slow Start In Cyberspace

NOVELL BRINGS THE INTERNET RIGHT TO THE DESKTOP

PR NEWSWIRE UNVEILS SITE ON THE WORLD WIDE WEB

PREMIER INTERNET BOOK MARKETING FIRMS TO ANNOUNCE UNPRECEDENTED STRATEGIC ALLIANCE AT ABA CONVENTION

WAI Sagent Setup

Sample Personal Paper • Setup	
Newspaper Name : <input type="text" value="Sample Personal Paper"/>	
Categories <div> <div>Companies</div> <div>Industries</div> <div>Subjects</div> <div>Regions</div> <div>Market</div> <div>Government</div> <div>WSJ Codes</div> <div>Products</div> <div>Statistics Codes</div> </div>	Possible Selections <div> Abbott Laboratories Acclaim Entertainment Adobe Systems Advanced Micro Devices Aetna Life & Casualty Ahmanson (HF) & Co. Air Products & Chemicals Inc. AirTouch Communications Alberto-Culver Albertson's Inc. Alcan Aluminum Ltd. Alco Standard Alexander & Alexander Allergan Inc. Allied Signal </div>
<p>Select a company from the list at right or type the ticker symbol below.</p> <div> <div>SYMBOL</div> <div>Fetch</div> <div>Save</div> </div>	
Newspaper Options	
Topic Options	
Newspaper Setup <div> <div>Section 1 :</div> <div>Online Publishing</div> <div>Topic #1 :</div> <div>Electronic Publishing</div> <div>Topic #2 :</div> <div>Media - Publishing</div> <div>Topic #3 :</div> <div>Interactive/Online Services</div> <div>Topic #4 :</div> <div>Internet</div> <div>Section 2 :</div> <div>Current Events</div> <div>Topic #1 :</div> <div>Congress</div> <div>Topic #2 :</div> <div>Supreme Court</div> <div>Topic #3 :</div> <div>Federal Trade Commission</div> <div>Topic #4 :</div> <div>Federal Communications Comm.</div> <div>Section 3 :</div> <div>Wall Street Journal Summary</div> <div>Topic #1 :</div> <div>Front Page</div> <div>Topic #2 :</div> <div>Market Place Front Page</div> <div>Topic #3 :</div> <div>Technology</div> <div>Topic #4 :</div> <div>Editorial Stories</div> </div>	

Custom Newsletters: Journalist by PointCast

The screenshot shows the Journalist software interface with a custom newsletter layout. The left pane displays a 'Table of Contents' with categories like World News, Media, Publishing, Soft Drinks, and Telephone Systems. The main pane shows the 'Page View' of the newsletter, which includes a header for 'Media, Publishing', a 'News' section with a message '[News By Ticker -- Not Downloaded Yet]', and a 'Stock Table' with columns for Company, High, Low, Last, Change, Volume, and Date. The stock table lists companies CRRC, ALQT, BIGE, AMPC, AMBJ, and CDIM, all with 'no data' values. The status bar at the bottom indicates 'Page 2 of 6' and 'Offline'.

Table of Contents

- World News
 - World News
 - AP World news
- Media, Publishing
 - News
 - News By Ticker
 - Stock Table
 - stock table
- Soft Drinks
- Telephone Systems
 - News
 - News By Ticker
 - Stock Table
 - stock table

Page View

Media, Publishing

News

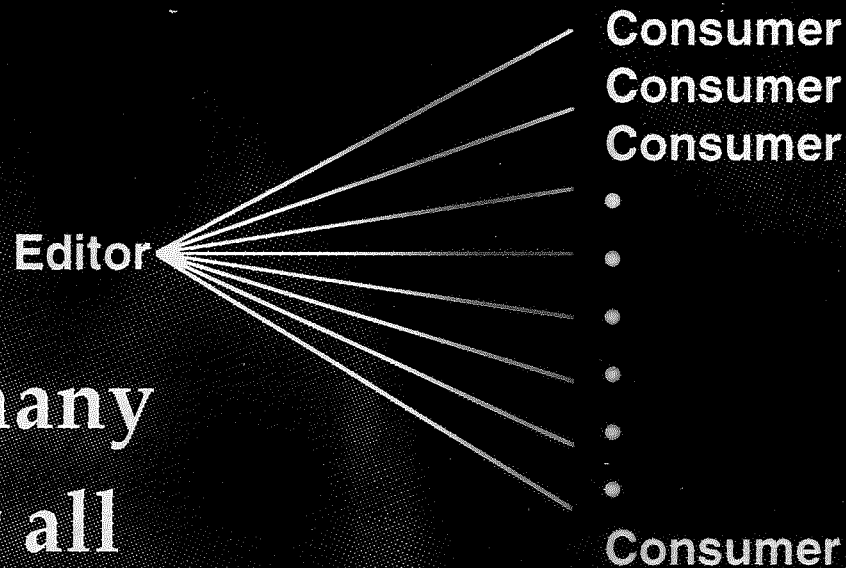
[News By Ticker -- Not Downloaded Yet]

Stock Table

Company	High	Low	Last	Change	Volume	Date
CRRC	no data	no data	no data	no data	no data	no data
ALQT	no data	no data	no data	no data	no data	no data
BIGE	no data	no data	no data	no data	no data	no data
AMPC	no data	no data	no data	no data	no data	no data
AMBJ	no data	no data	no data	no data	no data	no data
CDIM	no data	no data	no data	no data	no data	no data

Page 2 of 6

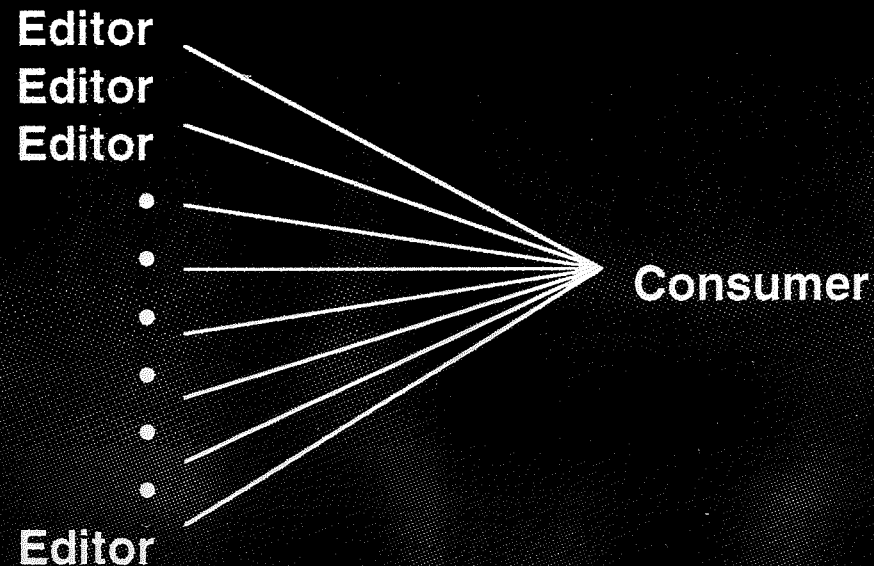
Publishing of Old: Push



- ◇ One to many
- ◇ Same for all
- ◇ Editors set schedules



Agent Publishing: Consumer Pull



- ◇ Integrated access to multiple sources
- ◇ Personal preferences drives the flow
- ◇ Easy Delivery

Conclusion: Web Challenges

- ◇ Keep it fresh
- ◇ Keep it relevant
- ◇ Keep it “in their face”

Getting & Keeping Customers on the Web



Interactive Newspapers '96

Brewster Kahle

brewster@archive.org

February 22, 1996